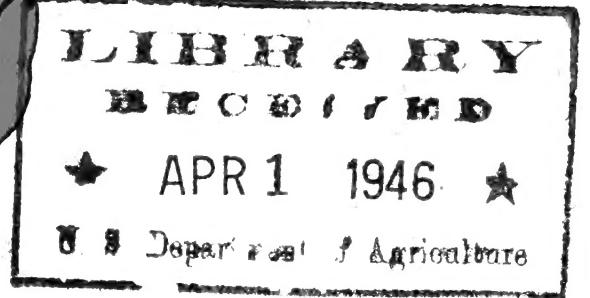
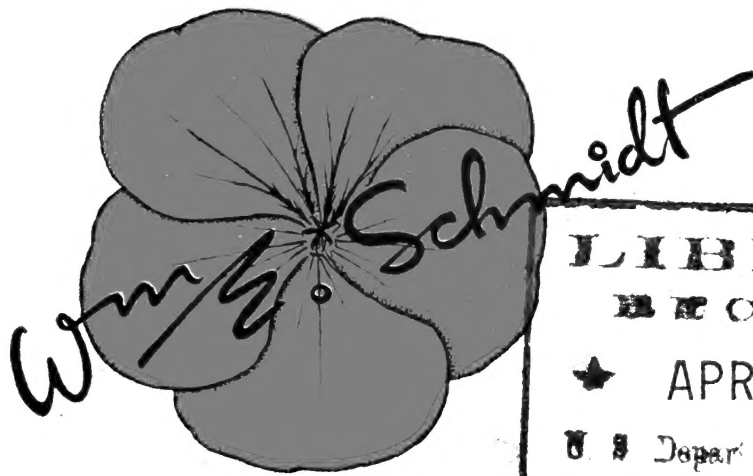


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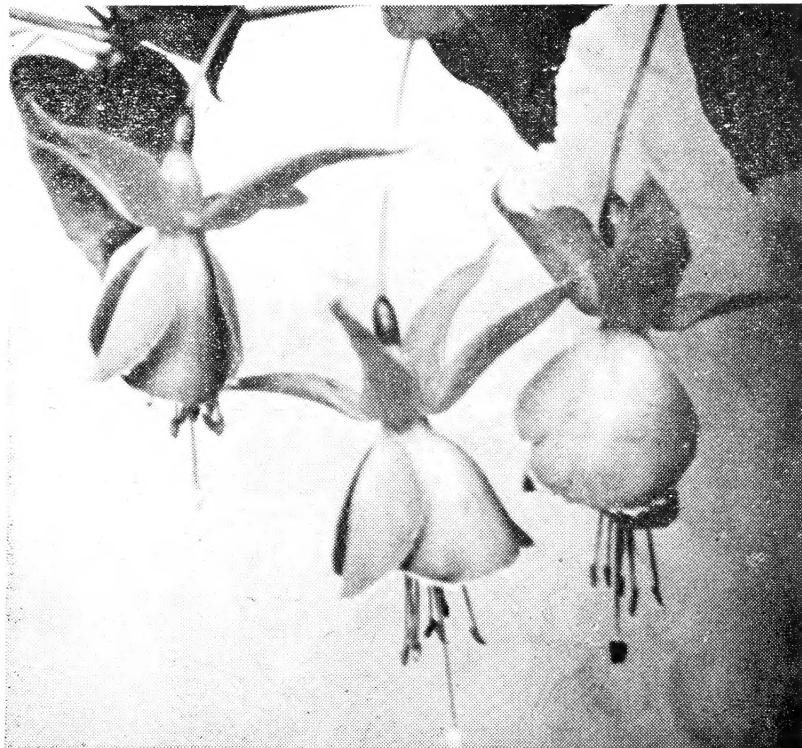
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RETAIL CATALOGUE FOR 1946



Pelargoniums *Geraniums • Fuchsias*



GAY SENORITA
... universally acclaimed

SCHMIDT NURSERY

308 Chestnut Avenue, Palo Alto, California

DEDICATION

We are sure that all who knew her felt they had lost a part of good old gardening when Mrs. Clara Sue Jarrett passed on last year at her Great Lakes Nursery home in Saratoga, California.

Mrs. Jarrett was a real flower gardener. She loved her Pelargoniums. She not only grew up with them, but in later years raised uncounted thousands of plants from cuttings, and for about forty years she annually saved seeds and planted them for new forms and colors. In the course of that many years she introduced close to a hundred named varieties of her own and it is with this work that her name will always be identified.

A great many varieties grown in nurseries this year were grown-up children to Mrs. Jarrett years ago. Majesta and Flora Belle Clouse (introduced in 1910); Rose (1916); Baby (1919); Sue Jarrett (1924); Clara Angenette German (1926); Sunset Magazine and Annie Laurie (1932); Jarrett's Henna (1934); Felicie Hammons (1935); Ardith, Haile Selassie and Jarrett's Beauty in 1936; Palo Alto (1937); Jessie Jarrett and Mother's Day in 1938, and Lucy Ann Leslie and Ruth Ellen Kellogg in 1939 are just a few. Other popular Jarrett originations of recent years are Joan Fontaine, Jarrett's Moonbeam, Shangri La, O. Homer Bryan, Beverly Fabretti, Heloise Hammons, Irene Ditmer, Saint Francis, Fiesta Lady, and others.

If you grow one or more of these varieties in your garden, you probably do as we do when we see them in bloom or hear their names mentioned. We think of a grand little old lady working away among her beloved Pelargoniums, and it's always a picture of Mrs. Clara Sue Jarrett.

Please Read Carefully Before Ordering

Write plainly, or better, print your name and full address (shipping address, too, if different from mailing address). If you live in a rural district, please give the county name; if in a city, please give the postal zone.

All shipping orders are cash. No C.O.D. orders. For your own protection, please remit full amount by check or money order. Do not send currency or coins.

We do NOT prepay shipping orders. Postage or express to be paid by the customer. We recommend forwarding all orders by Railway Express, but if you wish to have your order forwarded by parcel post, please be sure to so indicate and include an amount to cover mailing charges. We will refund surplus at once.

We are not responsible for the safe arrival of plants after they have been accepted in good order by the carrier. Claims for damage in transit should be filed with the carrier on delivery.

There is no charge for packing material and no handling charge. However, because of high labor costs *we do not accept shipping orders for less than \$2.50*. If you want only a plant or two, perhaps your friend would like to order, too, and together you could easily get a minimum \$2.50 order to us.

On all orders for delivery within California, please add the 2½% California Sales Tax.

We NEVER substitute if out of a variety. Because of general shortage of stock, we urge you to PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE. It will save you—and us—a lot of correspondence.

All plants are properly labeled and graded.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in pots.

FUCHSIAS



Here you will find described many of the finest fuchsias, including 1946 introductions and the best of the standard named varieties. Due to stock shortage we do not list all of the varieties we grow, and so if you desire one or more varieties not described in this catalogue, let us know what you want, we most likely have them in stock. Or better, visit our nursery during the fuchsia season for a fine display of new and standard varieties. Open daily, including Sundays.

CULTURE

Cultural requirements of fuchsias are, at last, fully described in the biggest book bargain we know of—The Fuchsia Book—published by the American Fuchsia Society. The amateur or professional grower cannot afford to be without this handy, color-illustrated book of 68 pages, all filled with pertinent cultural articles and other information by well known authors. To top all of this, the price is only \$1.00. You can get this valuable book from Mr. Ted Paskesen, Corresponding Secretary A.F.S., 1643 Moraga St., San Francisco 22, California.

You can keep up with the latest in the fuchsia world, receive informative Bulletins and enjoy meeting other fuchsia lovers, all by joining the American Fuchsia Society. Mr. Paskesen will be happy to welcome you as a member—for the very nominal annual dues of \$1.00.

1946 INTRODUCTIONS

DESCRIPTIONS of the 1946 fuchsia novelties are adapted from the introducers' descriptions.

PRICES: There is a great discrepancy in prices for the 1946 fuchsias, varying at different nurseries from 75c to \$1.75 each. We note, for example, that one nursery offers many of the 1946 novelties at 75c each, but adds 25c each for handling charge, if ordered by mail. We add no handling charge and quote the prices charged by the introducer. However, please note that we are at all times ready to meet legitimate lower prices here at the nursery. Should one of the introducers decide—after our catalogue has gone to press—to lower the price from, for example, \$1.00 each to 75c each, we will be glad to follow suit.

All 1946 novelties are \$1.00 each, except the four varieties marked \$1.50 each by the introducer.

DIADEM (Reiter)—Semi-double corolla darkest peony purple, tube and horizontal sepals creamy white, overlaid palest rose. Medium sized flowers of a brilliant bicolor combination. Medium sized plant should be notable as a pot plant or roundish bush.

FLIRTATION (Leitner)—Semi-double to double corolla delicate orchid or palest petunia purple, all petals with notched or serrated edges. Tube and reflexed sepals light pink, sepals tipped pale green. A sport of the well known Lucky Strike—just as strong growing and heavy blooming, but with this new and beautiful even coloring. \$1.50.

HOLLYDALE (Fairclo)—A sport of the well known variety Winston Churchill (described under General Collection) from which it differs in the coloring. The corolla of Hollydale is clear pale magenta, close to the color of fuchsia Mrs. Desmond. Habit of growth and free blooming quality of W. Churchill.

MARIONETTE (Reiter)—Double corolla white, tube and sepals suffused with the palest rose. The slightly recurved sepals have a thin margin of magenta. This brilliant margin of color on the otherwise pallid flower is most effective. Upright and branching plant, medium sized flowers in greatest abundance. Blooms early and continually.

RADIANCE (Reiter)—Semi-double corolla of contrasting crimson and tyrian rose, the vari-hued

petals being of unequal length. Waxy tube and recurved sepals crimson, the sepals are long and of satiny quality. Medium growth, with stiff arching branches. Beautifully formed flowers of the long globular type, notable for its favored apricot-shaded warm coloring.

RED SPIDER (Reiter)—Corolla deep rose madder, veined and margined crimson. Long tube and exceedingly long narrow horizontal sepals deepest crimson. In effect an all crimson flower. Medium vigor, very trailing thin branches and plenty of foliage. Should prove our finest "red" trailing variety, with ideal type of growth and large unique flowers.

SACRAMENTO (Reiter)—Single corolla, tube and sepals light carmine, petals long and straight, with a thin margin of deeper carmine. Bushy growth, attractive foliage. A fuchsia of refined quality with perfect flowers of subdued brilliance of coloring and remarkable keeping quality, therefore recommended for dry air tolerance.

STARGAZER (Reiter)—Single corolla rose madder at base heavily margined and marbled with imperial purple, tube and sepals are pale rose madder. Small bushy plant should make a superb pot plant. The flowers of Stargazer face upward and it is a great improvement on the unique old variety Erecta (Erecta Novelty). A more colorful, much larger and even more profuse blooming Erecta.

SUNBURST (Reiter)—Semi-double corolla crimson—really "orange"—tube creamy white and veined pale carmine, the horizontal sepals pale carmine. Of strong upright branched growth, medium sized flowers freely produced. One of the most distinct fuchsias ever offered, and the first double in the so-called "orange" color range. Should be in every fuchsia collection.

TITANIC (Reiter)—Double corolla ranges from carmine at base of petals to deep petunia purple toward the edges which have a light "bead" margin. Short carmine tube and thick recurved carmine sepals. The same upright willowy growth as Commander in Chief and differs from it in increased doubleness, broader flatter flowers and bluer coloring. A super giant double that will prove the largest fuchsia in existence.

MR. G. NIEDERHOLZER'S originations for 1946 are listed below. We had the opportunity to see but a few of the varieties in bloom late in the season of 1945 and so can give no information other than the following briefs taken from Mr. Niederholzer's descriptions.

PRICED at \$1.00 each, except where otherwise noted.

ANNA ROTH—Corolla very dark red, sepals turkey red. Upright growth.

BLACK PEARL—Single corolla dark purple, long tube and reflexed sepals turkey red. An ideal hanger.

BELMONT—Single wide-open corolla doge purple, upright sepals turkey red. Medium grower.

BUBBLE HANGER—Single corolla rose madder, tube and sepals pale pink. An ideal basket plant with fine foliage and flowers.

CASSANDRA—Single corolla dark doge purple, petals finely serrated, upright sepals turkey red. Extraordinary in form and color.

COCKY—Semi-double corolla petunia purple with darker edges, tube and sepals dark geranium lake. Medium, willowy growth, small attractive flowers.

DELIGHTFUL—Single corolla white and violet, sepals pink, maroon anthers.

DRESDEN—Semi-double corolla mauve and neyron rose, reflexed sepals neyron rose. Very strong grower with masses of flowers.

GLADYS—Single corolla campanula violet, marbled white, reflexed sepals rose madder. Medium grower. Flowers small but beautiful.

HARMONY—Single corolla rose bengal, tube and sepals light geranium lake. Medium grower, floriferous, may be grown as a hanger.

GARNET—Single spreading corolla deepest red, tube and upturned sepals dark red. Very strong grower.

JOHN DAVIS—Single corolla magenta, tube ivory and reflexed sepals geranium lake. An excel-

TRUMPETER (Reiter)—Single corolla geranium lake, the long thick tube and long sepals paler geranium lake. Growth is strong; foliage large, tawny green, new growth purplish red. Trumpeter is a new departure in *F. triphylla* hybrids—by far the largest flowered of the group and probably the largest of all long-tubed fuchsias. Of extraordinary length and substance and luminous brilliance of coloring. Should be valuable as a dry air and heat resistant variety.

WOOD VIOLET (Schmidt)—Double corolla violet blue, short tube and broad, half-upturned sepals dark red. Growth naturally bushy, of medium height, dark green leaves, and an abundance of flowers. Excellent parentage (*W. Churchill* x *G. Monk*) and could be described as a super edition of *G. Monk*, with larger and more double flowers of informally arranged petals the exact color of a Wood Violet—a most alluring violet-blue. Blooms freely in pots.

lent hanger producing quantities of elongated flowers.

LAURA—Single corolla fuchsia pink with bright red edge, tube ivory and sepals neyron rose. Fine grower, beautiful long and large flower. May make a good hanger.

MARGINATA—Corolla rose bengal with darker edges, sepals long and narrow, vermilion. Fine hanger with lots of medium sized flowers.

MIRAMAR—Single wide-open corolla solferino purple, tube ivory, sepals neyron rose. Medium grower. Very beautiful perfect form.

NARCISSUS—Single corolla orchid purple, tube and long sepals ivory. May be grown as espalier. Name indicates new flower form.

PATRICIA—Single, large corolla magenta, reflexed sepals geranium lake. Very strong plant reminding of *F. Schiller*.

PLEROMET—Single wide-open corolla very dark violet, reflexed sepals turkey red. Tall and upright.

ROSANA—Double corolla in solferina purple, a fine self color. Tall upright, fine foliage, floriferous.

SAN CARLOS—Single, oddly shaped corolla amethyst violet, upright sepals rose bengal. Fine for espalier training.

SAN MATEO—Double corolla very darkest victoria violet with fuchsia pink splashes, upright leathery sepals pink. Fine for hanging pots. Very large double and floriferous novelty. \$1.50.

SNAPPY—Single corolla heliotrope with darker edges, petals are scalloped, upright sepals turkey red. Medium grower. Small flowers of distinct coloring.

TARANTELLA—Single corolla magenta, reflexed sepals turkey red. Very floriferous.

TERRACOTTA—Single corolla in a striking new red, tube and sharply pointed upright sepals same red color. Will make a good hanger.

TREASURE—Double corolla pale orchid, tube ivory and reflexed sepals neyron rose. Upright

grower with plenty of flowers. New and distinct, a real sensation. \$1.50.

TRIUMPHANT—Single to semi-double spreading corolla amethyst violet, upright sepals turkey red. Tall, strong grower, very floriferous.

WAWONA—Single wide-open corolla peony purple with crimson stripes, upright sepals crimson. Tall grower, very prolific bloomer.

WONDERBLUE—Double perfectly shaped corolla real blue, upright sepals phlox pink. Tall, upright grower, but may be grown in a hanging pot. \$1.50.

GENERAL COLLECTION

including 1945 and other selected varieties.

DESCRIPTIONS are our own and we are using popular color names rather than those of color charts so that the gardener without color charts (most of us!) may find it easier to form a mental color picture of the variety described.

PRICES: Except where otherwise noted, all of the following, including the Trailing and Pot Plant fuchsias listed separately on another page, are 35c each for strong plants in 2½ inch pots, \$3.50 per dozen; and 50c each for well grown plants in 4 inch pots, \$5.00 per dozen.

ABUNDANCE—Semi-double corolla medium blue, lighter at base, deeper at edges, petals veined; tube and sepals rose pink, sepals tipped green. Bushy growth, medium sized flowers produced in greatest abundance.

AMERICA—Single corolla orange red, long thin tube flesh, tinted rose pink; long, sharp pointed sepals deep rose pink on outside, bright rose red on inside, sepals spread up to four inches. Good grower, with a little training will make a fine hanging fuchsia. Elegant and distinct in shape and coloring.

ANITA—From Mr. Niederholzer's description: Double corolla violet, splashed red, sepals turkey red. Tall grower, extremely floriferous.

ANNA—From Reiter's description: Double corolla with outer half of petals strongest magenta while the base of petals, the sepals and tube are of the strongest carmine. Between Crescendo and Victory in coloring and the largest flowered variety in the bright, well formed and large fuchsias of the Beauty of Exeter group. Vigorous, with large leaves, heavy wood and good branching habit. 2½ inch pots 50c.

AURORA SUPERBA—Single corolla deep orange peach, sepals and tube light apricot. Spreading grower, requires staking. Peculiar "curled" foliage. Distinct coloring.

AVE MARIA—From Reiter's description: Double corolla white, short tube and reflexed sepals white with a greenish cast at their tips. Medium size flower with spreading petals which have a very slight pinkish flush in the veining of their base. Four tiny flecks of pink at the base of the tube are hidden by the recurved sepals. Plant is of medium vigor, growth upright and branching, free flowering. Requires cool condi-

tions. The closest to an all white fuchsia so far achieved. 2½ inch pots 50c.

BEAUTY OF EXETER (syn. Pride of Exeter)—Semi-double, long corolla of rose, suffused and streaked with orange at base of petals. Long, large sepals light rose. Well shaped, very large flowers in great abundance. One of the best.

BOLIVIANA (syn. Braziliensis)—A species with long narrow tube, sepals and corolla deep scarlet red. Flowers in large clusters, followed by ornamental berries in bunches like grapes. Will stand sun. Strong grower, tall, but somewhat tender to frost.

BRENTWOOD—Discontinued in favor of Ave Maria.

CALIFORNIA—Single corolla orange, sepals coral pink. It is one of the few strong growing orange fuchsias; free flowering.

CHARLES ABRAHAM—Semi-double light purple, pale line edging the petals that are veined red at the base and are somewhat scalloped; long tube and upturned sepals red. Not a strong grower, but floriferous and a beautiful flower.

COLLINGWOOD—Double corolla white, tube and sepals pale pink. Good grower and free flowering. In the Patty Evans class.

COMMANDER IN CHIEF—Double corolla purple, tube and sepals red. Probably the largest red and purple excepting Titanic, which see under 1946 novelties.

COQUETTE—From Mr. Niederholzer's description: Single corolla bluish purple, tube red and sepals white. Strong grower, but promises to be a good hanging pot plant. Cute is the best expression for this unique beauty.

COUNTESS OF ABERDEEN—Single corolla white or palest pink, sepals waxy white if grown in quite a shady place, in a sunny location sepals are flushed red. Low, compact plant, deep green foliage. One of the most admired, and specially recommended for pots. 2½ inch pots 50c.

CRESCENDO—From Reiter's description: Double corolla with outer third peony purple while its margins and lower two-thirds are turkey red; horizontal sepals also turkey red. Medium growth and continuous bloom. Probably the most red double fuchsia. Particularly brilliant.

DISPLAY (syn. Prince Charming, Mme. Eva Boeg, etc.)—Single corolla deep pink, sepals clear pink; flat, saucer-shaped corolla. Strong, bushy grower; fine bedding variety and excellent for pots. Blooms more than any other fuchsia.

ELECTRA (syn. Azalea)—Double, flaring corolla with large center petals white, veined pink, shorter outside petals flushed pink; tube and short, broad upturned sepals rose red. Good grower, fine foliage, free blooming.

ERECTA (erron. Erecta Novelty)—Single corolla light pink to rose, sepals white. Upright grower, clean foliage, masses of flowers. Great novelty because flowers are held erect. See also Stargazer, under 1946 introductions.

ESPERANZA—From Reiter's description: Single corolla fuchsia purple at its base to a paler shade at its edge; sepals dark rose madder. Strong upright growth, good foliage. A paler, larger flowered Abbe Farges with longer, finer sepals and exceptional freedom of bloom. Recommended for a difficult position.

FANFARE—Single corolla pure scarlet; the long narrow tube nearly two inches long, and the sharply pointed sepals are of a varnished turkey red. Foliage excellent, growth strong. In sheltered locations this is a fine winter bloomer.

FORGET-ME-NOT—Single corolla pale blue, tube and sepals pink. Medium sized flowers continually produced on strong, upright plant. Must be in part shade for beautiful coloring.

FORMOSISSIMA—Single corolla soft rose pink, tube and sepals white, often tinted pink. Spreading growth, free flowering.

FRITZ KREISLER—Single to semi-double corolla white, veined and flushed lilac or rhodamine purple, tube and long, narrow sepals rose red. Distinct in shape and a beautiful large flower.

FULGENS (*Fuchsia fulgens*)—Single corolla orange vermillion, long orange red tube and short, green tipped sepals. A vigorous species from Mexico with light green leaves and flowers in clusters. Stands full sun.

GAY SENORITA (Schmidt)—Illustrated on front cover. Gay Senorita is gaining in popularity each year. Among the leaders in several American Fuchsia Society branch symposiums and acclaimed as a fine fuchsia by such well known

experts as George Budgen, G. Niederholzer, Victor Reiter, Jr., Henry Werle, and others. Paul J. Howard's catalogue describes GAY SENORITA: "Most appropriately named is this charming flower with large, single, bell-shaped corolla of deep lilac, flushed rose, with a fine light line bordering each petal, like the edge of a dancer's skirt. The long pointed sepals are distinctly waved and reflexed." Good grower, fine foliage, exceptionally free flowering. 2½ inch pots 50c.

GARTENMEISTER BONSTEDT (Triphylla Hybrid)—Single very short corolla and tube glowing red, shaded orange. Bushy grower with deep green and bronze red foliage. Stands sun.

G. MONK—Double corolla beautiful light blue, sepals rose. Flowers of distinct type with reflexed sepals and irregularly placed petals. Dwarf and bushy, good for pots.

GLENDAL—Single corolla, tube and sepals coral pink. Strong, tall but bushy grower, blooms profusely; medium sized flowers. Stands considerable sun.

GYPSY QUEEN—Double corolla rosy mauve, sepals broad and deep red. Upright grower, an excellent fuchsia with enormous flowers. Should be in every collection.

HALLOWE'EN—Single corolla deep rose; sepals white, flushed pink. Vigorous, but must be staked in the garden. Large flower and used to good advantage in hanging pots.

HEAVENLY BLUE—Single corolla pale blue, tube and slender, reflexed sepals pale pink. Strong growing plant and beautiful, elongated flowers.

HERON—Single to semi-double corolla blue-violet, broad sepals scarlet and crimson. Large flowers freely produced on strong grower. The best in this class and highly recommended.

LAVENDER BEAUTY—Semi-double corolla mauve lavender, short tube and broad sepals crimson. Low, bushy growth covered with blossoms. Good pot plant.

LEVERKUSEN (Triphylla Hybrid)—Single corolla, long thick tube and short sepals rosy salmon. Bushy, spreading grower covered with buds and blooms. For sunnier place.

LIEBESLEID—Single to semi-double corolla white, flushed and bordered lavender blue or pale imperial purple; tube and broad, spreading sepals pale pink, green tipped. Good grower.

LITTLE BEAUTY—Single corolla lavender blue, sepals deep pink. Dwarf, bushy plant. A real little beauty, superior in pots.

LORD BYRON (syn. Dr. Bhuna)—Single corolla of deepest velvety purple, almost black; tube and sepals scarlet. Low, bushy plant, free flowering. One of the best for pots and should be in every fuchsia garden.

LUCIENNE BREVAL—Single to semi-double corolla white at base of long petals, shading to pink and rose towards the edge; tube and long pointed sepals waxy white, tinted rose pink near tips. Large flowers, petals somewhat twisted when first opening. An aristocrat among fuchsias and one you must have. Excellent for pots. 2½ inch pots 50c.

LUCKY STRIKE—Semi-double corolla with petals splashed light rose and dove purple, with grey tones; tube and sepals pink. Petals are toothed or serrated. Strong, bushy habit of growth and free flowering. Most unusual and strikingly colored fuchsia.

MADAME AUBIN—Single corolla orange pink, long tube and sepals salmon. Large flowers of heavy texture. Strong, spreading plant, free flowering. One of the best.

MADemoisELLE—Single corolla clear soft pink; tube white, flushed rose, sepals white, tipped green. Good grower, small foliage, very free blooming. Fine low bush variety. One of the daintiest.

MAIDEN'S BLUSH—Double corolla white, petals veined at base and flushed blush pink; tube and spreading sepals light pink. Bushy grower. Overall effect of flowers is a lovely blush.

MARY C. WARE—Double corolla, tube and sepals pale pink. Flowers of fine form and exquisite even coloring.

MELODY—From Reiter's description: Single corolla cyclamen purple, recurved sepals pale neyron rose (colors like Pastel). Strong branching growth, bright green foliage. Large and perfect single in a new color, free flowering. Very popular.

MEPHISTO—The flowers are identical in size (medium small) to Mademoiselle, but practically the entire flower is deepest red. The profusion of well placed bloom is unbeatable. A grand companion to Mademoiselle.

MRS. DESMOND (Better than Mme. Carolyn)—Double corolla deep "smoky" lilac, also described as light amparo purple; sepals rose red. Large flowers freely produced. Right on top among the doubles.

MRS. G. G. HENRY—Single corolla white, tube and sepals pale pink. Healthy, spreading grower, free flowering, and can be used for hanging pots.

MRS. LOVELL SWISHER (syn. Svelte)—Single corolla old rose, long thin tube flesh, sepals white. Vigorous grower, tall, with masses of small flowers.

NEW FASCINATION—Double corolla soft pink, each petal veined rose; upright sepals scarlet. Strong plant with stiff branches and fine foliage, producing large, fluffy flowers in greatest profusion.

PAN AMERICA—Double corolla pale pink, tube and sepals red. Tall grower. Probably the largest flower in this color range.

PASTEL—Single corolla orchid pink or lilac rose, sepals pale neyron rose; sepals turn up, but do not curl back. Similar in color to Treasure Island, but larger flowers, better foliage and more vigorous. Highly recommended.

PATTY EVANS—Double corolla white, veined light rose at base; long sepals waxy white, tinted soft rose. Vigorous, large flowers, blooms freely. Best in a somewhat shady location. With many enthusiasts Patty Evans replaces Rolla.

PHENOMENAL (syn. Purple Phenomenal)—Double corolla plum purple, streaked carmine at base petals; sepals bright scarlet. This is the variety introduced by the late Mr. Abraham and is the finest of the red and purple fuchsias for the garden.

PINK BALLOON—Double, fluffy corolla white, petals veined pink near base, a few outer petals flushed pink; sepals of heavy substance, rose pink inside, deeper outside. Large round balloon-shaped buds. Blooms heavily and produces very large flowers.

PINK PEARL—Double corolla pink, sepals light pink. Upright, bushy plant. Almost a self color and a great favorite.

PRESIDENT GOSSELIN (erron. Goselli)—Of the *Fuchsia fulgens* clan with short single corolla, short sepals and very long, thin tube of orange scarlet; blooms in clusters. Vigorous, with handsome large green leaves suffused light purple when first unfolding. Not too much shade, special protection from frost. Entirely distinct in appearance, showy in large pots. 2½ inch pots 50c.

PRIMA DONNA—Single to semi-double corolla long and slender, white with a few light pink veins at the base; tube and long, reflexed sepals pale pink. Upright, medium grower.

REITER'S GIANT—Double corolla petunia purple, sepals carmine. Vigorous, woody grower. Free flowering for such a very large flower.

RICHARD DIENER—Single corolla milky white, the long and broad petals prominently veined rose throughout, edges serrated; tube and long, wide, upturned sepals shiny red. Strong upright grower, very large flowers. One of the largest singles.

ROCKET (Triphylla Hybrid)—From Reiter's description: Tiny single corolla poppy red, heavy tube and sepals turkey red. Growth low and shrubby, the ruddy foliage is large, deeply veined and most beautiful. Flowers in clusters; stands sun.

ROSE OF DENMARK—Single corolla soft lustrous rose pink, recurved sepals white to pale pink. Strong upright plant, good foliage; medium sized flowers, blooms freely. Deservedly one of the most popular fuchsias. 2½ inch pots 50c.

ROSEMARYE—Single to semi-double corolla pale violet blue, tube and broad upturned sepals flesh, inside sepals pink and of crepe texture. Upright, medium grower, medium sized flowers.

ROYAL PURPLE—Semi-double corolla intense velvety purple, tube and sepals bright scarlet. Free flowering and one of the best for pots. Rich contrast coloring.

SOUVENIR DE HENRY HENKEL (Triphylla Hybrid)—Short single orange pink corolla, very long tube and short sepals deep pink. Of bushy habit with handsome reddish foliage. Showy pot plant variety. For sunnier location. 2½ inch pots 50c.

SUNRISE—From Reiter's description: Single corolla clearest scarlet, tube and sepals white, flushed rose, with sepals tipped crimson. Upright, shrubby plant, free bloomer, with foliage of thick substance and flowers of a delightful new coloring.

SUNSET—Single wide open corolla salmon coral shaded with orange towards edge of petals. Short tube and sepals salmon, tipped green. Strong, bushy grower, blooms profusely. Sunset is first choice with many fuchsia fans.

SURPRISE—Single corolla lavender blue, tube and sepals shiny rose red. Vigorous, tall, but bushy; medium sized flowers in great profusion. A hardy variety of lovely coloring.

THOMASINA—Single corolla henna red, also described as terra cotta and orange, sepals flesh to tan. Medium sized flowers in abundance on bushy plant with dark foliage. Absolutely distinct in coloring.

TRAUDCHEN BONSTEDT (Triphylla Hybrid)—Single corolla, long thin tube and short sepals all pale salmon pink, flowers borne in clusters. Fine for pots.

UTOPIA—Single corolla rich purple red, petal edges serrated, long tube and long, broad sepals deep red. Tall, strong, willowy grower with large leaves. One of the largest flowers in fuchsias.

VERA—From Mr. Niederholzer's description: Single corolla tyrian rose, upright sepals signal red. Strong grower.

VICTORY—From Reiter's description: Semi-double corolla solid rose madder, glistening sepals carmine; sepals exceptionally long and recurved, corolla of fine long globular form. Resembles a very refined Beauty of Exeter. Must be staked in the garden—fine for hanging pots.

VIRGINIA BRUCE—Double corolla lilac blue, flushed rose at base, tube and sepals soft pink. Medium grower with large, beautiful flowers.

WHITE BEAUTY—Single flaring corolla is white, lightly veined red, reflexed sepals scarlet. Distinct flower type.

WHITEMOST—Semi-double corolla white, tube and long, broad sepals near white, sepals lightly veined pink and tipped green, inside sepals palest pink. Strong grower, large flowers, free blooming. While not the "most white" (see Ave Maria), this is undoubtedly one of the largest and finest of the near-whites.

WHITE PEARL—Double corolla white, tube and broad sepals soft pink, sepals tipped light green. Medium, upright grower, flowers with a nice round corolla.

WHITE WONDER (syn. Catalina)—Double corolla white, broad sepals rich crimson. Strong upright grower. A sport of Gypsy Queen with flowers just as large and equally free flowering.

WINSTON CHURCHILL—Double corolla magenta pink, shaded blue, upturned sepals rose pink. Strong, medium high grower. Good sized flowers, free flowering, and continuous bloomer. Fine for pots.

WE FEATURE TRAILING FUCHSIAS

The great popularity of fuchsias for hanging pots, hanging baskets, window boxes, etc., is well deserved. In a shaded location few plants give more color over a long period of bloom than fuchsias. Try a few this season. Our selection of varieties is second to none.

We prefer to call them hanging pot fuchsias rather than hanging basket fuchsias because they are kept in good condition easier in a hanging pot, preferably a glazed one, than in a wire basket. Thick wooden hanging boxes, especially if constructed of redwood, are very serviceable.

Please note that we have two listings of hanging pot fuchsias. The list below describes the varieties generally used and accepted as standard hanging pot varieties. The next listing, under the heading "Other Fuchsias Useful for Hanging Pots," lists the varieties we have successfully grown or seen exhibited.

PRICES same as for fuchsias in General Collection.

AUTUMNALE (syn. Meteor)—Single red and purple flowers, but prized for its highly colored foliage of bronze, orange, yellow and green. Keep in full growth in a sunnier location.

BEAUTY OF TROWBRIDGE (labeled Annie Earle at Treasure Island Fair and at some nurseries. Annie Earle is an upright grower.)—Single corolla deep rose pink, long tube and sepals waxy white. Great favorite wherever exhibited.

BLACK PEARL—Described under 1946 Niederholzer introductions.

BUBBLE HANGER—Described under 1946 Niederholzer introductions.

BUTTERFLY—From Reiter's description: Single corolla rose bengal, sepals and base of corolla crimson. Of average habit with light green foliage. A fine large fuchsia with recurved sepals and spreading corolla, similar to Muriel, but of more even color.

CASCADE—Single corolla deep carmine, very long slender sepals white, flushed pale carmine. Strong grower, good foliage, large flowers. Universally popular and still tops.

CHRYSANTHEA—Double corolla purple, sepals red. A variety with new type flowers of loosely arranged petals forming a large, showy fuchsia.

ELSA—Double corolla rosy blue-purple; sepals white, pink flush on inside. Large flowers, blooms profusely. Often slow to start, but worthwhile for fine coloring.

FALLING STARS—Single corolla glowing turkey red, tube and sepals scarlet. Resembles Morning Mist, but flowers are twice as large. Good foliage and a fine hanging pot fuchsia.

GALLI-CURCI—Single corolla pink, suffused with violet pink; tube and reflexed sepals waxy shell pink, stained rose pink on reverse side. Vigorous grower, spreading habit, profuse and long bloomer.

INCA MAIDEN (Schmidt)—Illustrated on back cover. Single to semi-double corolla violet blue, tube and sepals shiny rose pink, inside of sepals crepe-textured; long, narrow sepals are curled and reflexed, spread over three inches. Flowers are medium sized in hot climate, larger in cool sections. Strong trailing stems, good foliage and noted for constant bloom. A hardy variety with lots of color even in a "difficult fuchsia climate" and is recommended as a trailer or shady window-box variety, particularly for the warmer fuchsia-growing sections, but must be in part shade there.

JOHN DAVIS—Described under 1946 Niederholzer introductions.

LADY HEYTESBURY—Single corolla rose, darker near edge of petals which is flushed orange; long narrow sepals white, faintly blushed, tipped green. Recommended.

MARGINATA—Described under 1946 Niederholzer introductions.

MARINKA (syn. Red Cup)—Single corolla crimson, sepals red. Reddish stems and leaves. Most popular red trailer.

MOLESWORTH—Double corolla snow white, broad upturned sepals scarlet. Large flower—the finest double white for hanging pots. Highly recommended.

MRS. RUNDLE—Single corolla bright orange, very long tube and sepals pale salmon. Strong growth, fine foliage. Beautiful and outstanding in the orange group.

MRS. VICTOR REITER—Single corolla pure crimson, fading to white at very base of petals; long tube and long, narrow sepals white, occasionally tinted pale rose. Often slow, but tops in color and grace of flower.

MURIEL—Single corolla rosy lilac, sepals red. Very long petals, long, reflexed sepals. Vigorous, blooms freely, and one of the very best.

PINK BALLET GIRL (syn. Nonpareil)—Semi-double corolla rosy violet blue, sepals white, flushed pink. Fine grower, good foliage, floriferous. Color contrast makes it one of the really showy fuchsias.

RED SPIDER—Described under 1946 introductions.

SAN FRANCISCO—Single corolla geranium lake, thick tube and long sepals carmine rose, of remarkable substance and translucency, with a glossy appearance. Distinct in quality, freedom of bloom and clarity of coloring.

SAN MATEO—Described under 1946 Niederholzer introductions.

TERRACOTTA—Described under 1946 Niederholzer introductions.

THE DOCTOR—Single corolla deep salmon pink, long tube and sepals light salmon. Vigorous, large flowers, free flowering. A superb hanging pot fuchsia.

OTHER FUCHSIAS USEFUL FOR HANGING POTS

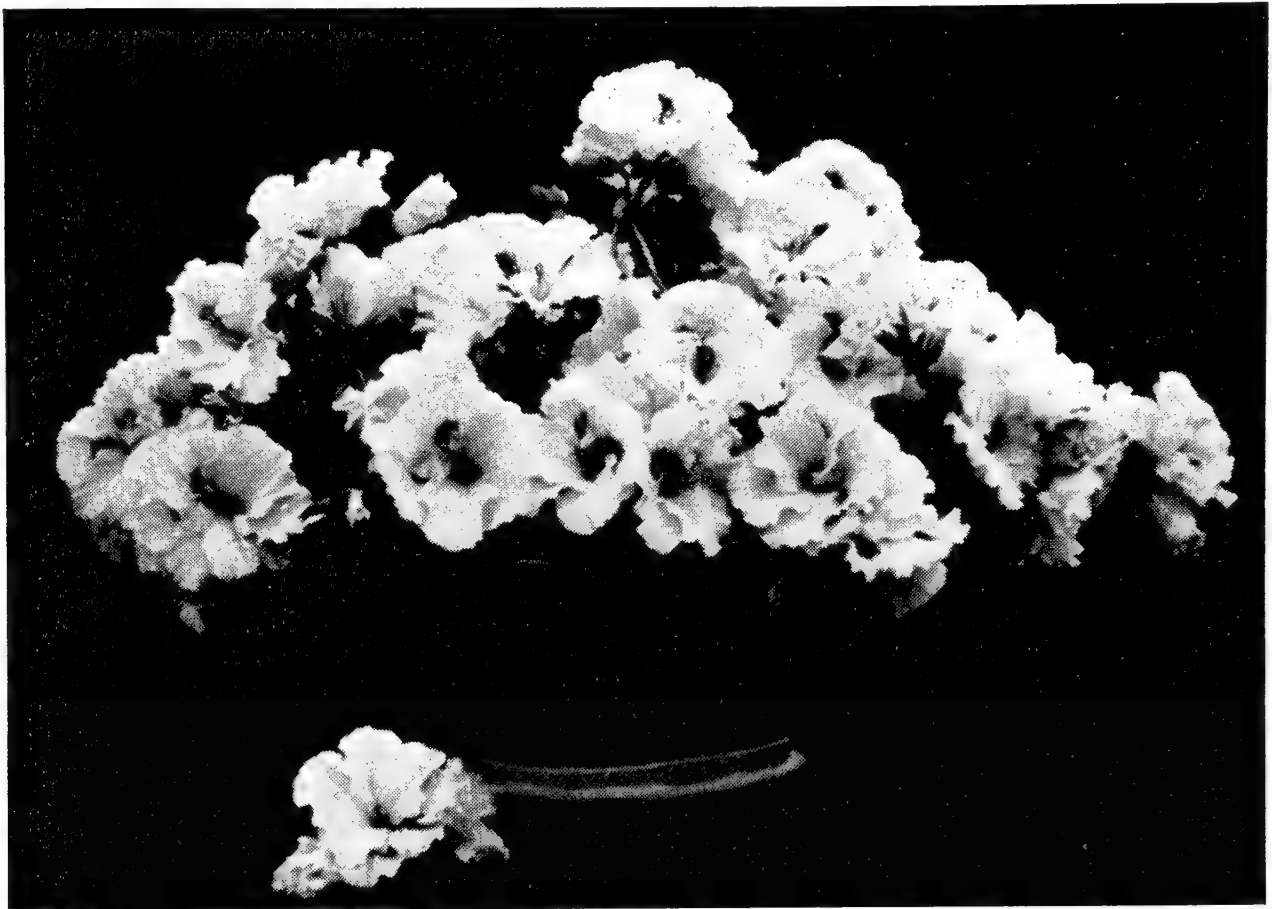
It may be mentioned here that even varieties such as California, Mrs. Desmond, Thomasina, Sunset and others have been grown in hanging pots. These may be used, but under AVERAGE garden and cultural conditions their habit of growth and bloom does not permit maximum display as hanging pot plants.

The varieties listed below have been grown successfully in hanging pots, and are described alphabetically under "General Collection":

Abundance	Claret Cup	Melody
America	Formosissima	Mrs. G. G. Henry
Anna	Gay Senorita	Pastel
Aurora Superba	Hallowe'en	Victory
Beauty of Exeter	Madame Aubin	Wonderblue (1946)

LADY WASHINGTON GERANIUMS

Also known as Martha Washington, Show or Fancy Geraniums, and botanically as *Pelargonium domesticum* (*P. hy. grandiflorum*)



BALLERINA

This beautiful 1946 novelty is pictured here to illustrate the cut-flower value of the long lasting Lady Washington Geraniums.

On the following pages we describe selected varieties from our noted collection of Lady Washington Geraniums. Listed there are new, rare and unusual ones, as well as the best of the good old standard varieties. Stock of many of them is very short this year and so we suggest that if you order by mail, please give a second choice wherever possible, particularly when ordering late in the season.

ABOUT WORD PICTURES

We are giving our own description of each variety. For many collectors it is all too brief, and while we try to give an honest word picture, we are not infallible when it concerns color descriptions. Also, IT SHOULD BE CLEARLY UNDERSTOOD that cultural conditions (weather, exposure to sun, type of soil, fertilizers, water, etc.) and time of year influence many *Pelargoniums*, especially the Lady Washington group, to such a degree that there will be found considerable variation in size, shape, coloring and abundance of flowers and habit of growth, not only with certain varieties or within one variety, but even in an individual plant.

Please remember this when you find that your mind-picture of our word-picture disagrees with the actual picture of the plant in bloom.

These comments apply not only to Lady Washington Geraniums, but also to Garden and Ivy Geraniums—and Fuchsias.

1946 INTRODUCTIONS OF LADY WASHINGTON GERANIUMS

The seven new varieties offered this year have bloomed with the originators for a number of years, each variety at least three years, and so are well tested for habit of growth, blooming quality, and size and color of flowers.

PRICE for the 1946 novelties is \$1.00 each for strong plants in 2½ inch pots and \$1.50 each for well grown plants in 4 inch pots.

BALLERINA (Kerrigan)—Illustrated on foregoing page. Soft pastel or shell pink, lower petals with two or three very short red pin-stripes near the base, upper petals veined deeper red from base to center spot of crimson, flushed orange; all petals beautifully ruffled. Medium, spreading growth with large flowers on large umbels and very free flowering. The best pink Lady Washington introduced in years.

DON JUAN (Kerrigan)—Brilliant deep red effect hard to describe. Each petal heavily veined black from base to the center blotch of velvety brownish-black, flushed orange, and with a broad margin of coral-red (slight violet undertone) to the edge of petals, two upper petals somewhat deeper colored. Tall grower, medium large flowers, all petals waved. A variety for the collector in a coloring much favored by men.

LILAC LUSTER (Schmidt)—Beautiful soft lilac sport of Gerry Jarrett. Medium sized flowers, average umbels, good blooming season. Medium high, bushy plant with luxuriant foliage. Not just another lavender such as Orchid Edith North or Lavender Quedlinburg, but a distinct soft self color with an underlying luster.

QUEEN OF HEARTS (Bohannon)—Lower petals attractive rose red without markings, upper two of deeper color with a large velvety black blotch, slightly flushed orange at blotch. Low,

bushy growth, large flowers on average umbels, long blooming season. A fine and very showy red pot plant variety.

RHAPSODY (Kerrigan)—Tri-color effect with lower petals salmon pink, tinted orange, slightly overlaid crimson at veins, near-white at base of petals. Two top petals solid velvety crimson-black with shaded margin of orange-salmon. All petals waved or fluted. Upright grower, large flowers. A refined variety with an attention attracting color combination.

SALMON SPLENDOR (Kerrigan)—Salmon, with an apricot undertone. Each petal veined crimson from base to center medium sized blotch of velvety brown, washed with orange; two top petals with slightly larger and deeper colored blotches. Large round flowers, petal margins waved. Bushy growth, free flowering. A larger, "pinker" toned Grossmama Fischer and a particularly handsome variety.

STARDUST (Kerrigan)—Palest lilac of a shimmering, frosty quality. Lower petals with two or three rose-violet pin-stripes at base, top petals heavily veined rose-violet from base to center medium sized blotch of deepest velvety violet, flushed rose. Very large flowers, petals ruffled. Bushy growth, free flowering. Unquestionably the largest and finest lilac Lady Washington ever shown.

GENERAL COLLECTION

Including Many Newer and Selected Varieties

PRICES for the following, except where otherwise noted, is 35c each for strong plants in 2½ inch pots, and 60c each for well grown plants in 4 inch pots.

ALABAMA—Lower petals orchid, veined violet, medium sized round dark spot in center of petals; upper two petals darker, with large velvety violet-black spot and veins. Large flower, free blooming.

ANNA RUDLOFF (syn. Ethelyn)—Deep red with orange sheen; lower petals lilac at base and edge, upper petals white at base, veined to small crimson blotch. A medium large round flower, waved petals, free flowering. Showy color of distinct luminous quality.

ANNIE LAURIE—Distinct form, each petal marked identically with a big crimson blotch, shaded raspberry and softening to near-white at edges. Medium sized flowers, early and free blooming.

ANTOINETTE (syn. Chino)—Lower petals white, faintly flushed orchid, upper petals deep pur-

ple surrounded by violet rose, edged white. Upright growth, medium flower, blooms freely. Remarkable color combination. 2½ inch pots 50c, 4 inch pots 75c.

BEVERLY FABRETTI—Slightly ruffled rosy red flowers, good sized umbels, blooms freely. Low, bushy habit of growth—fine for pot culture. One of the late Mrs. Jarrett's better new varieties. 2½ inch pots 50c each, 4 inch pots 75c.

BEVERLY HILLS—Shiny cattleya orchid, upper petals veined to medium sized deep violet blotch. Strong upright grower.

BONNIE—Flower center white, flushed lilac; petals bright orange red, two top ones with medium velvety black spot and veins, flushed orange; finest lilac line borders each petal. Medium large, round flowers.

BURLESQUE (Schmidt)—Rose pink from center to near edge of petals, narrow white edge, large white throat; upper petals veined and slightly blotched deep violet. Vigorous, large flowers with heavily waved and curled petals.

CASSANDRA—Base half of lower petals white, veined and washed pink towards edges, upper two petals with reddish-rose blotch and veins. Unusual color pattern.

CHICAGO MARKET—Rose orchid, deeper towards center, red blotches in upper petals. Low growth, bushy, flowers in large round umbels. Fine pot plant.

DAINTY LADY—Spinel pink, lower petals with small round spot in the center, top two have a medium sized red blotch. Large and showy, rather "loosely" arranged flowers.

DARK SPRINGTIME—Closely resembles the popular white and pink Springtime in growth habit and foliage. This dark form is rose red, softening to orchid towards the large white center. Ruffled flowers in large umbels, very free flowering. One of the best. 2½ inch pots 50c, 4 inch pots 75c.

DEBUTANTE (Schmidt)—Lower petals silvery rose pink, upper petals deeper rose pink, veined deep crimson towards medium large velvety brown-black blotch in center of petal, orange flush surrounds blotch. Large flowers, often six to seven petals, all waved, somewhat ruffled and curled. Exceptionally free blooming. 2½ inch pots 50c, 4 inch pots 75c.

DELIGHT—White to pale blush, large maroon-black blotch in each petal, blotch surrounded by rose red. Free flowering, long blooming season. Generally accepted as one of the best for pots or bedding.

DIENER'S GIANT—Spinel pink, two upper petals have large blood red spots in center. One of the largest, is free flowering and considered tops for bedding.

DIENER'S No. 36—Palest orchid lavender, also described as pale rosalane purple; all petals feathered, upper two with blotch of violet purple. Large flowers and outstanding coloring.

DUCHESS OF KENT—Lower petals pure white, waved; top petals white, slightly feathered at base and with very small mark of pale mallow purple, ruffled edges. Vigorous, rather tall grower, very large flowers. The finest white variety available. 2½ inch pots 50c, 4 inch pots 75c.

EARL WATTERSON—Soft rose pink, lower petals veined from base to center velvety crimson, heavily flushed orange-brown; upper petals veined and blotched velvety black, flushed orange. Early and in continuous bloom. Good pot plant.

EASTER MORN—White, lower petals with a few rose violet pin-stripes, two top petals feathered and blotched rose violet. Large flower and free bloomer.

EMPRESS OF RUSSIA (syn. Black Pensy and other names)—Rose maroon, each petal with very dark center and narrow white margin edging each petal. Color varies, due to soil, etc., even during one season. So different and outstanding that the demand each year exceeds the supply. 2½ inch pots 50c, 4 inch pots 75c.

FAISS TRIUMPH—Light rose pink, white throat, upper petals blotched brown, edges of petals frilled. Early bloomer with large umbels, large flowers. A very fine variety, specially for pots.

FANDANGO—Similar to, but redder than, Anna Rudloff. Tall, vigorous grower, large umbels of ruffled flowers. Showy variety. 2½" pots 50c.

FIESTA LADY—Bright cerise rose, lilac undertone and orange flush, with a white center and fine white line bordering each petal. Top petals veined from base to medium sized black blotch. Round, ruffled flowers.

GERRY JARRETT (Originally Geraldine, but later changed by Mrs. Jarrett)—This pink—not rose—form we offer is an attractive variety with almost all flowers facing up and of excellent keeping qualities. Bushy grower with fine foliage.

GLADYS LESLIE—Light rose violet, top two petals with large dark blotch. Strong, showy coloring.

GROSSMAMA FISCHER (Grandma Fischer)—Rich deep salmon, each petal penciled and blotched dark brownish-black. Large flower, petals waved. Vigorous, upright grower, early to bloom. In a class by itself for distinct color. No other one like it.

HAILE SELASSIE—Rose violet, paler toward edge of petals, heavily veined maroon and rose, each petal blotched velvety brown. Low, bushy grower.

HARMONY—Lower petals white from base to near center, balance soft pink; top two with large velvety black blotch, washed red, pink near edges. Attractive color pattern.

HELEN BEEBE—Lower petals white, flushed pink towards base, orchid pink towards edges, veined and blotched mallow purple; upper petals deep velvety maroon, rose edge, heavily veined near base. Very beautiful and scarce. 2½ inch pots 50c, 4 inch pots 75c.

HELEN PALMER—Similar to Rose Marie, but this one is of slightly deeper coloring and has no markings in the lower petals. Free blooming.

HELOISE HAMMONS—Soft pink, lower petals with pin stripes near base, top ones veined from base to the medium sized velvety crimson blotch. Vigorous, upright grower, large flowers in fine umbels, free flowering. Close to the new Ballerina in flower and coloring. 2½ inch pots 50c, 4 inch pots 75c.

IDA HENLEY—Velvety maroon, shaded rose near edges, deep salmon maroon in center. A sport of Easter Greeting and even earlier, with the same long season of bloom. Excellent pot plant variety.

IRENE DITMER—Of the favored dark tones, each petal with a large velvety black center, veined and washed raspberry towards the white border. Medium, bushy growth, very free flowering and outstanding keeping quality of flowers. 2½ inch pots 50c, 4 inch pots 75c.

JARRETT'S MOONBEAM—White, violet pin stripes in lower petals, top two with medium sized velvety black blotch, feathered to base, and washed crimson. Strong grower, large flowers in big umbels. Not only one of the late Mrs. Jarrett's best, but one of the finest of all pelargoniums. 2½ inch pots 50c, 4 inch pots 75c.

JESSIE JARRETT—Light throat, each petal veined at base and with an almost black center, becoming velvety brown towards the edges and bordered with luminous rose violet. Strong, bushy grower. Only three to four flowers to the umbel, but flowers are immense and attract attention in any collection.

JOAN FONTAINE—Almost a twin to the foregoing Jessie Jarrett in coloring, but in Joan Fontaine the effect is black and red, with the light throat. Low, bushy growth, only three to four flowers per umbel, but the flowers are very large—up to 3 inches in diameter—and last well. Outstanding novelty variety. 2½ inch pots 50c, 4 inch pots 75c.

JOHN WINTERMUTE—Deep raspberry-rose ground color, overlaid with rich maroon red and darker veinings; somewhat lighter color at center of flowers and edging of petals; upper petals darker than lower ones. Large flower, of flat appearance, with petals waved and arranged in pinwheel effect. Vigorous grower, thick foliage. Probably the longest lasting flowers of the entire Lady Washington group. Highly recommended. 2½ inch pots 75c, 4 inch pots \$1.00.

JOYCE—Medium white throat, shaded mallow purple toward center of petals; ground color cerise red overlaid velvety crimson and maroon with network of almost black veining in upper half of petals; top petals slightly deeper than lower ones. Rather tall, fine foliage, and round, flat flowers. Joyce varies considerably in coloring and we offer a White-Edged Joyce separately.

LAVENDER QUEEN—Lavender with darker spots in each petal. Large umbels with many flowers open at one time and has a long blooming period. Fine for pots.

LOIS EDNA COX—Silvery pink, long thin stripes in lower petals, top petals with a medium sized red blotch. Tall grower, very large flower.

LOWELL—Deep red with a distinct orange flush over all petals. Medium high, bushy grower, free flowering. Pot plant variety of a rich, showy color.

LUCY ANN LESLIE—Beautiful pink—deeper than Heloise Hammons—lower petals with a few red pin stripes near the base, top two petals heavily veined from base to medium sized velvety crimson blotch. Large ruffled flowers on good sized umbels. A refined variety among the pink tones. 2½ inch pots 50c, 4 inch pots 75c.

MACKENSEN (Feldmarshall Mackensen)—Clear glowing rose pink with crimson and orange mark in lower petals, veined and small velvety crimson spot in upper petals. Large flowers in very large umbels. An outstanding variety and should be in every collection.

MAHOGANY—Center and lower part of petals white, upper part mahogany red with a deeper blotch and feathering, bordered white. Attractive medium sized flowers in profusion.

MARDI GRAS (Schmidt)—White, lower petals with narrow stripe and feathered from base to center violet rose; upper petals striped from base to near top and blotched violet rose. Vigorous medium grower, blooms freely with large flowers. Popular variety.

MARIE ROBER—Magenta purple to black. Probably the darkest of all. Strong upright growth, good foliage, large flowers. The most sought after variety of the past years. A "must have" for collectors. 2½ inch pots 50c.

MARIE VOGEL (Frau Marie Vogel)—Red, faintly flushed salmon, dark blotches on upper petals. Buds bright red. Good grower, very large flowers with waved petals. Highly recommended as the finest all around red.

MARY ELIZABETH—Beautiful soft salmon rose, lighter towards center, top two petals barely marked near base. Strong, upright growth, free blooming. Could be described as a better, deeper colored and broader petaled Salmon Queen. Very fine. 2½ inch pots 50c, 4 inch pots 75c.

MARY MONICA (Schmidt)—Medium pink, flushed rose, slight salmon undertone, white throat, fine white line bordering each petal; upper petals veined from base to medium blotch of deep velvety brownish color, flushed salmon. Good growth habit, free flowering, large umbels of slightly ruffled flowers. So attractive we are confident it will rank with the best for years to come. 2½ inch pots 50c, 4 inch pots 75c.

MRS. HARRISON (Lady Harrison)—Each petal white, veined, cross-veined and washed rose pink, upper petals veined crimson, bordered white. Strong grower, late bloomer with large flowers; each petal crinkled and curled, giving double effect to the single flower. No other one like it. 2½ inch pots 50c, 4 inch pots 75c.

MRS. LAYAL (syn. Improved Mme. Layal)—This is the famous Pansy Pelargonium with lower petals white, veined and painted violet rose; top petals velvety violet-purple and rose, edged white. Compact, bushy growth, small leaves and medium small flowers. Blooms early and in greatest profusion. A leader for pot culture.

MRS. MARY BARD—Snow white with a few mallow purple stripes near base of petals. Rather low, bushy habit, large flowers and long season of bloom. Tops for pots.

NEUHEIT C. FAISS (Andenken an Carl Faiss)—Silvery heliotrope violet or blue-orchid with prominent, elongated and sharply defined velvety deep violet-black blotch in each petal, veined deep violet at base of petals. Strong, free flowering. Absolutely different in coloring.

O. HOMER BRYAN—Distinctive shade of rose red, washed orange, light lilac center; top petals somewhat deeper color and veined from base to the medium sized velvety black blotch. Low growth, free flowering, large round flowers. Bold, attractive variety. 2½ inch pots 50c, 4 inch pots 75c.

OLYMPIC (syn. Shasta, etc.)—Sometimes all petals pure white, occasionally one or two stripes on one or more petals, but typical flower has lower petals pure white, top ones with a few small stripes and a small mark of mallow purple. Strong, bushy grower, blooms freely. Best white garden variety.

OUR FRANCES—Soft silvery rose pink, upper petals deeper with medium sized deep velvety crimson blotch; all petals heavily waved. Low, bushy grower, blooms early. Mr. Poss's finest introduction and a wonderful pot plant.

PEGGY CRADDOCK—Light silvery pink, two or three crimson veins from base to center of petals, center slightly washed strawberry. Medium large symmetrically colored flower. Low, bushy growth, blooms freely. Excellent pot plant. 2½ inch pots 50c, 4 inch pots 75c.

PINK GARDENER'S JOY—Medium pink, two upper petals feathered and blotched velvety maroon, surrounded rose red. Blooms freely, flowers frilled. Not at all resembling Gardener's Joy, but an excellent variety.

PRINCE MOROCCO—Petals veined deep crimson at base, center velvety black surrounded by rose red, narrow near-white edge bordering each petal. One of the fine large flowered dark pelargoniums.

PRINCESS MAUD—White with irregular orange-pink spot in each petal, top ones feathered crimson; all petals irregularly notched or serrated. Medium flowers, blooms early and freely. Quite different.

RED CROSS—Rose red, flushed orange, lower petals with medium sized and top petals with large velvety maroon blotch, surrounded by orange. Large flowers in good sized umbels. Early blooming.

RICHARD DIENER—Lower petals soft medium pink, upper ones rose pink, veined at base deep crimson, with small orange red spot in center. Vigorous, good bushy habit, large umbels and large flowers with petals heavily waved.

ROSALIND—White, flushed palest blush, slightly striped in lower petals, top petals with dark reddish blotch. Low, bushy grower, late bloomer with very large flowers in large umbels.

ROSE MARIE—A pink sport of Marie Vogel. Very large flowers freely produced on large umbels. Recommended.

RUFFLED ORIENTAL—Each petal with a medium velvety black blotch, surrounded by a wide band of strawberry, veined crimson, specially at base, and edged pink. While not ruffled, it is a large flower with waved petals. Striking coloring.

RUTH ELEANORE—Lower petals soft pink, faint lilac undertone near base, veined light salmon; upper petals rose pink, heavily veined crimson near base, medium velvety black spot in center, blotch surrounded by strawberry. Tall grower, large umbels of large ruffled flowers. Tops for flower clusters.

RUTH ELLEN KELLOGG—Spinel pink, barest pin stripes in lower petals, top petals with medium sized black blotch, flushed orange red. A good companion to Dainty Lady, with the same type very large rather "loosely" arranged flowers.

SAINT FRANCIS—White, lilac undertone, lower petals heavily veined crimson from base to red medium sized round spot in center, top petals with veins and large velvety blackish-red spot. Tall, strong grower, large flowers. Fine variety of novel color pattern. 2½ inch pots 50c, 4 inch pots 75c.

S. A. BREEN—Soft silvery shell pink, upper petals heavily veined violet purple near base, center velvety deep brown washed orange, shading to pink at edges. Large flowers and umbels, blooms freely. A really high class variety.

SALMON QUEEN—Rose coral, flushed salmon, lighter near edge, white near base of petals, upper petals slightly feathered and with spot of crimson-orange. Rather tall grower, medium flower, blooms freely and long lasting. A very delicate and unusual shade of coral and salmon.

SALMON SPRINGTIME—More red than salmon, two or three crimson stripes near white center, upper petals veined and medium blotch velvety crimson, the whole flower peculiarly flecked with irregular small white spots. Free flowering, large umbels of ruffled flowers. Highly recommended.

SANTA MONICA—Lovely soft La France pink, deep red spots in upper petals. One of the earliest, with very large flowers. Popular variety.

SHANGRI LA—Mary Elizabeth, Salmon Queen and Shangri La compose the triumvirate in coral-salmon-pink tones. This recently introduced variety is not as strong in growth as Salmon Queen, but is larger and deeper colored. Very fine and rare. 2½ inch pots 50c, 4 inch pots 75c.

SHON ILLA—Lower petals a distinctive shade of shell pink, orchid undertone, small red stripes at base; top ones veined and blotched deep crimson and rose red. Low, bushy grower with large umbels of ruffled medium large flowers. A first class garden and pot plant variety.

SENTINEL—Similar in size and color-pattern to Saint Francis, but Sentinel is veined to the edges of petals and coloring is orchid and violet.

SUE JARRETT—Pink, shaded salmon, lower petals with lines from lighter base to the dark, round center spot. top petals almost covered with velvety dark maroon blotches. Varies in coloring and veining. Medium high, bushy grower, good pot plant and garden variety. One of the largest.

VERA N. WATT—Deep rose pink, upper petals with red spots surrounded by strawberry pink. Large flowers freely produced. One of the best for bedding.

WESTWOOD—Lower petals orchid lavender, flushed rose, near-black round spot in center, veined towards base; upper petals with large velvety black blotch surrounded by brilliant orange red, shading to orchid pink at edge. Medium large flower, very free flowering. Novelty coloring of variable markings. 2½ inch pots 50c, 4 inch pots 75c.

WOLFGANG GOETHE—Dark purple carmine or deep red with five large, well defined, violet black blotches. Tall grower, large flowers with lightly waved petals. A fine deep red.

ZANOBIA—Lower petals orange red with a few crimson stripes, top petals veined at base and have a center of velvety crimson, lighter towards edges. Good grower, medium large flower, petals curled and waved. Spectacular, highly colored variety.

MANY OTHER VARIETIES are available. The above described ones are but our selections—you may like others better. Write us about the ones you want, we most likely have them in stock. Or better, visit our nursery during pelargonium season (main season starts in early April, a few earlier) for a gorgeous display of new and standard varieties. Open daily, including Sundays.

1947 PREVIEW

We should like to let you have a peek at what will be the latest in Lady Washingtons next year. We've watched these large-flowered Schmidt varieties since 1942 and are quite sure they will please you.

Here they are:

GAY NINETIES . . . A ruffled, sparkling beauty.

VAGABOND Smooth, even velvety maroon.

WALTZTIME Gayest, ruffliest orchid lavender.

And last, but we'll bet not least in popular favor, the first modern contribution to the floriferous small-flowered Pansy Pelargonium class. It is our selection from a group of Mrs. Loyal x Earliana seedlings, hydribized by Wm. E. Schmidt. The name?

Why it's—

LITTLE RASCAL . . . Thrifty, floriferous and cute!

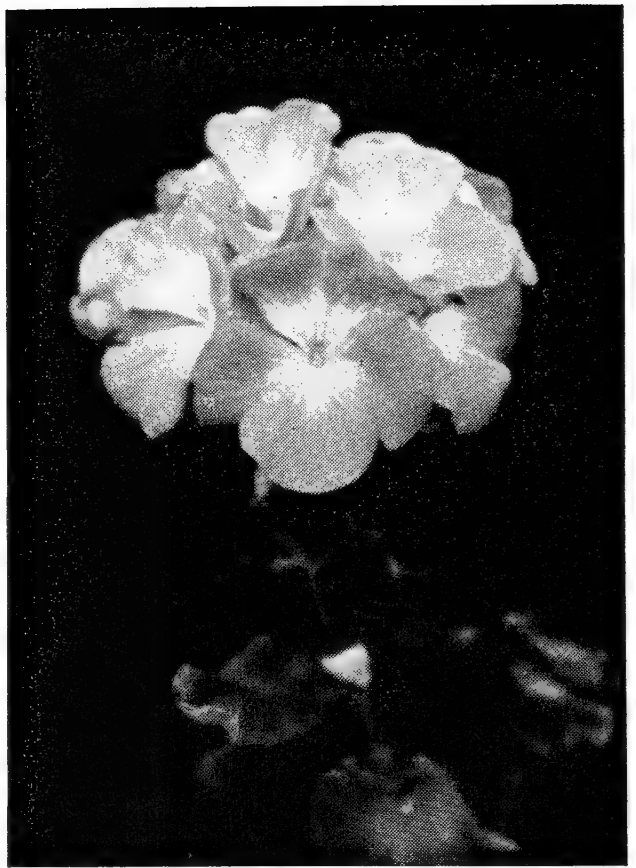
GARDEN GERANIUMS

Also known as Zonal, Fish, Horseshoe or
Common Geranium, botanically as
Pelargonium hortorum (*P. zonale*)

ABOUT COLOR PHASES

It is, of course, generally known that many varieties of garden geraniums grow and bloom well in full sun and not only hold their color, but in some instances have it intensified. Most of the red, orange, rose and strong pinks belong to this class.

However, it is not generally known that geraniums of certain colors should be placed in partial shade (not full shade—they must have some sunny hours) to get the best out of flower size and color. Practically all the ones of apricot, salmon, coral, blush, orchid or other delicate color, or the varieties tinted or flushed with such a color—all of these are far superior in a location where they are partly shaded, such as in the filtered sunlight through high-branched trees, in lath houses, etc. Consider, too, that geraniums are "long day" plants. They love the LONG, warm daylight of the sunny seasons. In the SHORT, dark and wet months the coloring of many garden geraniums is not like that of summer. Such fine varieties as Dawnflush, Emile Zole and Honeymoon change from being almost unrecognizable during the short, dark days to the beautiful soft colored flowers of longer and warmer days.



NOUVELLE AURORE

Described under General Collection.

1946 INTRODUCTIONS

We are pleased to be able to introduce to you four excellent new geraniums. They were selected from the many fine Schmidt seedlings grown here in Palo Alto. Each one will add new interest to your collection.

PRICE: From 3 inch pots \$1.00 each, the set of Four 1946 Novelties for \$3.50.

CUBA (Lave x Nouvelle Aurore) Schmidt—Single, similar in low and bushy habit of growth and blooming consistency to the well known Maxime Kovalevsky, but with larger flowers and without the somewhat brassy tone of that variety. Cuba is an appealing self color of soft orange with a salmon undertone. A pot and bedding variety of real merit.

DAYBREAK (New Phlox x Nouvelle Aurore) Schmidt—Single, similar in coloring to our popular 1941 introduction Honeymoon, but Daybreak has deeper colored flowers and larger umbels on a bushy plant with green leaves that have little zoning. Flower is light pink, heavily flushed apricot near small light center, pale blush near edge of petals. Abundance of umbels of good sized flowers on a medium sized plant make Daybreak an excellent pot variety.

HIGHLIGHT (Dreams x Nouvelle Aurore) Schmidt—Single, similar in color pattern to Alice of

Vincennes, but more telling—not as much white as in that variety. Lower petals of Highlight are brilliant rosy red, "painted" with white at very base; upper petals white on base half, shading to rose and rose red at edges, all petals lightly flushed orange at petal border. A more upright, taller grower than our other three 1946 introductions. Highlight's bright and cheerful coloring should make it popular for garden decoration and taller pot plants.

MILKY WAY (*P. hortorum* Dreams x *P. peltatum* Charles Turner) Schmidt—Semi-double white with just the faintest orchid undertone. All white when shaded, more undertone coloring when exposed to sun. A cross between a Garden and an Ivy geranium, Milky Way is of low, bushy habit of growth, has large flowers, good sized umbels and is an early and consistent bloomer. Should take its place with the very few other hybrids of this type (like Gordon's Glory and Alliance) as an outstanding pot and bedding geranium.

GENERAL COLLECTION

New, Unusual and Standard Garden Geraniums

Because of shortage of stock-for-sale we are this year listing only a limited number of varieties. If you desire any varieties not named below, please let us have your list, we carry practically all geraniums in general trade.

PRICES: Except where priced otherwise, from 2½ or 3 inch pots 35c each, \$3.50 per dozen; from 4 inch pots 60c each, \$6.00 per dozen (six or more plants 50c each).

ALICE OF VINCENNES—Single; large white center, rest shading through carmine rose to scarlet at the edges. Varies in coloring.

ALPHONSE RICARD—Semi-double light scarlet. Vigorous grower, large flowers.

AMERICAN BEAUTY—Double; cerise rose, flushed orange in top petals. Large flowers.

BERKELEY BRILLIANT—Single deep red. Upright grower, very large flowers.

BERKELEY RASPBERRY—Single; bright crimson, orange undertone. Vigorous and free flowering.

BERKELEY SCARLET—Single orange scarlet, small white eye. Very large flowers. Upright growth.

BOUGAINVILLEA—Single purplish carmine, white eye. Fine in part shade.

CALIFORNIA (syn. Beauty of Chatsworth)—Single; carmine-cerise, top two petals flushed scarlet. Large round flowers, free blooming.

CALIFORNIA BEAUTY—Double; pink with white center. Floriferous.

CALIFORNIA GIANT (syn. Calif. Pink Giant)—Double pink, large flowers and large umbels. Vigorous.

CARMEL—Single white with narrow rose red border edging each petal. Free flowering.

COUNTESS OF JERSEY—Single; light salmon pink. Low growth—fine for pots.

DAWNFLUSH—Single; white flushed and veined warm pink, deeper near center. Medium large flowers freely produced in large umbels. Good pot plant.

DE QUIRELLE (syn. De Quierelle)—Double; reddish or magenta violet.

DOROTHEA LOUISE—Single clear red, small white eye. Floriferous.

DREAMS—Double; medium dark pure pink with salmon undertone. Large round flowers in large umbels. Vigorous, free flowering. Highly recommended.

EMILE ZOLA (syn. Salmon Queen)—Single; beautiful shade of salmon, flushed apricot. Large round flower, large umbels, floriferous. A superb variety—for part shade. 3 inch pots 50c, 4 inch pots 75c.

FIAT—Double salmon pink. Low growth, leading pot plant variety.

FIAT QUEEN—Semi-double, lively salmon pink, each petal distinctly serrated at edges. Low habit of growth, very free flowering, with large flowers. (Do not confuse Fiat Queen with the small-flowered Jeanne or Carnation-flowered ger.) One of the loveliest introductions in years, specially fine for pots. 3 inch pots 50c, 4 inch pots 75c.

FRAICHEUR—Double; white with carmine border edging all petals. Medium sized umbel, free blooming. Rare variety. 2½ inch pots 50c, 4 inch pots 75c.

FRED BEAN—Single; salmon pink, coral undertone. Very large flowers, Tall grower.

GENERAL LEONARD WOOD—Single; large white center, rest shading through magenta to carmine at petal edges.

GERTRUDE PEARSON—Single; bright rosy pink with white eye. Floriferous.

HALL CAINE—Single soft red. Medium growth, very large round flowers, free blooming. Highly recommended.

HERRICK—Single; intense orange scarlet. Low growth, large flowers. 2½ inch pots 50c.

HONEYMOON (Schmidt)—Single; light pink, heavily flushed apricot near center, palest blush near edges, small near-white eye. Best color in part shade. Strong, bushy growth, very free flowering, large flowers. Highly recommended for pots.

IRMA—Double; light orange-salmon, white center. Medium flower, blooms freely. Distinct in foliage and bloom.

JACQUERIE—Single; rich crimson, top petals with scarlet flush. Large round flowers.

JULES VASSEUR—Double; white center shading through pale rose to bright scarlet. Bright and showy.

LAVE—Double; soft orange, faint salmon undertone, reverse of petals light. Medium flower, free blooming. Rare novelty. 3 inch pots 50c, 4 inch pots 75c.

LITTLE DARLING (Kleiner Liebling)—Low, bushy growth, small light green leaves and small pink flowers. Interesting pot plant.

MADAME JAULIN (syn. Apple Blossom)—Semi-double; white, flushed apricot pink. Large flowers, very large umbels, free blooming. Vigorous bushy growth. Beautiful in part shade. Recommended for the garden.

MADAME FOURNIER—Single, rather small bright red flowers. Dwarf, bushy growth, small dark green leaves. An excellent pot or border variety of diminutive proportions. 2½ inch pots 50c, 4 inch pots 75c. See also "Vesuvius," this list.

MADONNA (syn. various other names)—The best known double white.

MARGUERITE DE LAYRE (syn. various other names)—The best known single white.

MAXIME KOVALEVSKY (syn. Maxine Kovaleski, etc.)—Single; remarkable shade of orange. Well known bedding and pot plant variety.

MEMORIES—Semi-double, delicate orchid-pink. Low, bushy growth, shiny leaves. Large flowers, very free blooming. Recommended for pots. Distinctly different. 2½ inch pots 50c, 4 inch pots 75c.

MISSOURI—Double bright scarlet. Large flowers; popular variety.

MONS. EMILE DAVID—Double; bright magenta, violet tint, top petals white at base. Strong upright grower.

MRS. E. G. HILL—Single salmon pink, darker near petal edges; fine large umbels. Excellent bedding variety.

MRS. LAWRENCE—Double light salmon pink. Medium growth, very free flowering.

MY BEAUTY—Semi-double; lower petals rose red, violet undertone, top petals flushed orange. Vigorous, large umbels and large flowers.

NEW PHLOX—Single; white with orange-vermilion eye. Flowers round, of medium size, in good sized umbels, lasting better than most geraniums. Growth moderate, very free flowering. Best in part shade. Our most popular geranium.

NEW RUBY—Double crimson, slight orange flush on center and top petals. Large umbels. Very fine.

NOUVELLE AURORE (syn. Giant Salmon—probably)—Single; light orange with an apricot-salmon undertone, two top petals slightly deeper colored, prominent white eye. Large flowers and large umbels. Strong grower, but needs more care (good drainage, fertilizer, water) than most geraniums. Best in partial shade. Spectacular novelty, much used by California breeders in recent years. 3 inch pots 75c, 4 inch pots \$1.00.

OLD ROSE (Miller)—Double, beautiful "old rose" pink, orchid undertone, two or three top petals white near base. Large flowers, medium umbels, very free flowering. Medium sized, bushy grower, recommended for pots. Exclusive 1946 introduction. \$1.00 each.

PICARDY—Semi-double salmon pink—the color of the famous gladiolus Picardy. Large flowers, nice round umbel, free blooming. Excellent pot and garden variety.

PINK PHENOMENAL—Double bright rose pink. Large flowers and large umbels. Vigorous.

PRIDE OF CAMDEN—Double clear deep crimson.

RAMONA—Double cerise. Strong, bushy growth, very large flowers and nice umbels. Fine pot and bedding variety.

RED LANDRY—Double scarlet red sport of the floriferous Mme. Landry.

STARS AND STRIPES (syn. Double New Life, Flag of Denmark, etc.)—Small double flowers, red and white striped. Oddity.

TANGO (Schmidt)—Single; soft orange, faint salmon undertone. Large flowers, large umbels, free blooming. Strong, upright growth.

THE SPARTAN—Double deep scarlet. Low growth, good bloomer.

VESUVIUS—Resembles Madame Fournier in all parts except that Vesuvius is quite dwarf and bears red flowers of better shape in great profusion. Slow growing, a most desirable pot plant. Stock scarce. 2½ inch pots \$2.00 each.

1947 PREVIEW

From the well over a thousand seedlings of hand-pollinated garden geranium crosses grown by Wm. E. Schmidt in spare hours during war-work years, we have selected three outstanding ones for 1947 introduction.

We are sure you will be pleased to know—

- ECSTASY** Entrancingly blushed—rest censored until 1947!
- LADY OF SPAIN** . . . She's single, with a lovely complexion.
- LULLABY** Fluffy double, apricot-salmon tones.

VARIEGATED OR FANCY-LEAVED GERANIUMS

Stock shortage forces us to list but six of this group. However, each one is entirely distinct from the others and one plant each of these would form a fine beginning for the collector.

PRICE: Except where otherwise indicated, from 2½ or 3 inch pots 35c each; 4 inch pots 60c each, \$6.00 per dozen.

CLOTH OF GOLD—As the name implies, all gold (golden-yellow) foliage. Sturdy grower. 3 inch pots 50c, 4 inch pots 75c.

HAPPY THOUGHT—Coloring varies, typical leaf is light green with a large irregular light yellow center surrounded by a deep olive zone. Vigorous, upright grower.

MISS BURDETT COUTTS—Varies in coloring depending on exposure to sunlight, and culture. Typical leaf with two-toned green center encircled by a colorful irregular band of ripe olive, red and green, in sectional splashes; all of this surrounded by a wide border of creamy yellow or white gold. Finest coloring in the Fall. Low, slow, bushy growth. Probably best in pots and demands exacting care as to drainage, shelter from wind, and exposure to at least several hours sun a day. The finest colored of the available fancy-leaved varieties. Very scarce. 2½ inch pots \$2.00 each.

MRS. POLLOCK (syn. Lady and Mme. Pollock)—Color varies, typical leaf has a green center surrounded by irregular, wide band of bronze, salmon red and deep green, edged by light

yellow. Wonderful bedding variety and fine for pots.

MRS. PARKER—Considerable variation in size and coloring, but typical leaf has a large deep green center, somewhat marbled light green and greenish-white at the irregular edges, bordered with a white margin. Strong grower and has fairly good double pink flowers. 3 inch pots 50c, 4 inch pots 75c.

RODERICK DHU (similar to Jubilee)—Color varies with exposure to sun, best in full sun. Typical leaf has a large yellow center surrounded by a broad, reddish brown zone extending to the narrow yellow border edging the leaf. Strong and upright, colorful foliage effect. 3 inch pots 50c, 4 inch pots 75c.

IVY-LEAF GERANIUMS

Also known as Ivy Geraniums, botanically as *Pelargonium peltatum*

Here are listed the finest varieties in commerce today, selected from our large collection. Descriptions are brief, but as accurate as we can make them. Where short, medium and long growth is indicated, it stands for normal length of branches for the described variety.

PRICES: Except where marked otherwise, from 2½ inch pots 35c each, \$3.50 per dozen; 4 inch pots 50c each, \$5.00 per dozen.

ADMIRAL BYRD—Semi-double; orchid or pinkish lavender, upper petals marked cerise red. Long, strong growth, large flower.

ALLIANCE (syn. Victory)—Double; lilac white, spots of deep rose. Rosebud type buds, medium flowers. Short, heavy growth, may be kept compact. This is a *P. hortorum* x *P. peltatum* hybrid.

BRIDESMAID (Schmidt)—Double; soft orchid or cattleya pink, inconspicuous rose red veining and small spot in upper petals. Very large flowers of informal petal arrangement on long-stemmed umbels. Vigorous, long growth, blooms freely. A fine cut flower in an entirely new color for Ivy Geraniums. As with other delicately colored geraniums, finest coloring and size of flowers is obtained in partial shade. Several well known growers consider Bridesmaid to be the finest of all Ivy Geraniums. Stock is scarce. 2½ inch pots 50c, 4 inch pots 75c.

CARLOS UHDEN—Double; cerise rose-red, open center lighter to almost white. Large round, flat flower. Medium in growth, may be kept short.

CAYUCAS—Double; rose pink with cerise or purplish undertone, two top petals with deep colored stripes. Large flowers.

CHARLES MONSELET—Double; cerise rose (to magenta red). Buds rose-type, large flowers, petals twisted. Medium in growth. Showy color.

CHARLES TURNER—Double; strong rose pink. Large flower, free bloomer. Long, strong growing and well known as the most popular pink Ivy Geranium.

CLIFF HOUSE—Double; white, flushed palest orchid, stronger coloring in sun. Medium sized flowers, floriferous. Medium growth.

COL. BADEN-POWELL—Semi-double; white, flushed palest lilac, upper petals marked cerise. Large flower, very free flowering. Medium, bushy growth and may be kept short. One of the most satisfactory.

COMTESSE DE GREY—Semi-double; soft satiny pink, upper petals marked light violet. Medium flowers, free and continuous bloomer. Long, bushy growth.

DIENER'S LAVENDER (syn. Giant Lavender)—Double; lilac lavender, upper petals slightly marked cerise red. Very large flower, free blooming. Long, bushy grower. Distinct color (best in part shade) makes it one of the most desirable of Ivy Geraniums.

DOUBLE LAVENDER—Double; pale lavender. Medium flower, blooms seasonally. Medium to long, bushy growth, dark foliage.

DOUBLE WHITE—Double white, occasionally flushed lightest pink, inconspicuous mallow stripes in upper petals. Medium flower, blooms freely; rosebud-type buds. Medium to long, bushy growth. The closest to a pure white Ivy Geranium.

GALILEE—Double soft pink. Medium large flower, floriferous, a fine formal flower. Bushy, medium growth.

GORDON'S GLORY (syn. Scarlet Beauty)—Semi-double bright orange red, often with a light stripe lengthwise on some petals. Medium flower, free bloomer. Short, heavy growth, may be kept compact. This is a *P. hortorum* x *P. peltatum* hybrid. Recommended pot plant.

GRINGOIRE—Double; bright rosy carmine, violet undertone. Large flower, long and bushy grower. Showy color.

INTENSITY (syn. Etincelant)—Semi-double brilliant deep orange scarlet. Large flower, free blooming. Long growth and outstanding among the red Ivy Geraniums.

JOSEPH WARREN—Double; rich rosy violet purple, deeper colored when in bud and when first opening. Large flower, very free bloomer. Eventually of medium, bushy growth, but usually short and may be kept compact. The richest, deepest colored Ivy Geranium. 2½ inch pots 50c, 4 inch pots 75c.

LEOPARD—Semi-double; orchid or lavender pink, lower petals with red spot, top petals heavily veined and spotted and flushed cerise red. Large flower, very free blooming. Slow to start, short in growth, may be kept compact. 2½ inch pots 50c, 4 inch pots 75c.

LUCKY STRIKE (Schmidt)—Double; deep rose pink, upper petals marked deep red near base. Medium large flower, floriferous. Vigorous, medium growth.

MADAME MARGOT—Single; glistening white with faintest lilac flush, top petals with two deep violet stripes. Medium sized flower. Medium to strong growth. Cultivated for its foliage, typical leaf being light green, with an irregular creamy-white border which turns pink or rose-mallow under adverse (dry) conditions. 2½ inch pots 50c, 4 inch pots 75c.

MODESTO—Double; cerise-rose to pink, light violet undertone, top petals with stripes and spots near base. Large flower. Medium to long growth.

MRS. BANKS—Semi-double white with faintest lilac undertone, also described as bluish white, upper petals marked light violet. Medium flower, free and continuous bloomer. Long growth. The best known white.

MRS. H. J. JONES—Double; deep rose pink, slight salmon flush. Medium flowers, petals with serrated edges. Long growth. The only "carnation-like" Ivy Geranium.

NEON (Schmidt)—Double; glowing cerise rose with violet undertone, inconspicuous mark in upper petals. Very large flowers of informal petal arrangement. Vigorous, long growth, blooms freely. A bright new color of luminous quality. Stock scarce. 2½ inch pots 50c, 4 inch pots 75c.

PRINCESS VICTORIA (syn. Enchantress, La France)—Double; white, penciled and feathered rose pink, specially near edges. Deeper coloring in sunny location, but loveliest in part shade. Varies and sports freely. Large flower, very free flowering. Sometimes slow to start, medium to long growth. A great favorite. 2½ inch pots 50c, 4 inch pots 75c.

ROSE ENCHANTRESS—Rose sport of Princess Victoria, no penciling.

SALMON—Semi-double; rose-pink shade of salmon, upper petals with reddish veins near base. Medium sized flower. Strong, long growth.

SILESIA—Single; rose cerise, light violet undertone, two top petals veined at base and have a dark spot in the center of petals. Medium large flower. Medium to long growth. Distinct.

SUNSET (syn. L'Elegante; Variegated Ivy, pink flower)—Single, medium pink, small flower. Bushy, medium growth. Cultivated for its foliage, typical leaf is light green, somewhat mottled yellowish and silvery green, with an irregular edge of creamy white.

THE BLUSH—Double silvery pink, reverse of petals white, flushed palest blush. Rosebud-type buds, medium flower, free blooming. Medium growth. One of the loveliest.

THE DUCHESS (Schmidt)—Semi-double to double; white with faint orchid flush, short pink lines mostly near edge of petals, top petals veined cerise red near base, small red mark in center. Colored deeper in sun, largest and best in part shade. Large flower, free blooming. Medium growth may be kept short. Excellent novelty. 2½ inch pots 50c, 4 inch pots 75c.

WILLY—Double deep red. Large flower, blooms freely. Strong medium growth, may be kept fairly short. One of the best deep reds.

OTHER VARIETIES—Write us about any variety not listed above. We most likely have it in stock as we handle a number of other varieties in limited quantities.

PLEASE LIST A SECOND CHOICE WHEREVER POSSIBLE

SCHMIDT NURSERY

308 Chestnut Avenue · Palo Alto, California

DATE _____

AMOUNT ENCLOSED \$_____

MR. MRS. MISS _____

(Please print plainly)

STREET OR R.F.D. _____

CITY _____ STATE _____ COUNTY _____

SHIPPING ADDRESS, IF DIFFERENT

FROM MAILING ADDRESS_____

CUT ALONG THIS LINE

AMOUNT FORWARD

TRADE DISCOUNTS

from this Retail Catalogue for 1946

New and Unusual Varieties

Excepting the 1946 introductions of OTHER growers, such as Reiter's 1946 Fuchsias and Kerrigan's 1946 Pelargoniums, on which we do not give a discount as we have to buy them, approximate wholesale prices on Specialty Stock, including our own 1946 introductions, may be computed as follows:

1 to 3 plants of one variety	no discount
5 " " " "	20% "
10 " " " "	35% "
25 or more " "	50% "

Please note: We are short on certain rare varieties and may not be able to supply stock at wholesale until late in the season. A few items are offered at less than half the retail price—for example, our new 1946 fuchsia Wood Violet (\$35.00 per 100 wholesale, \$1.00 each retail minimum).

General Stock Prices

Varieties in general trade, such as the regular run of named Fuchsias, Geraniums and Pelargoniums, are all sold at competitive wholesale prices. For example, if the established wholesale price of 4-inch pot pelargoniums in bloom, assorted varieties, is \$30.00 per 100, we will sell our stock at that price. We are always ready to talk it over.

Special Price Inquiries

We all know that in these unsettled times of high cost of labor and scarcity of materials, to say nothing of shortage of stock, it is difficult to fix prices months ahead of delivery of plants. Therefore we suggest that, in any case, you list the varieties you want, indicate the number of plants and sizes, and mail it to us for quotation of prices. We will answer by return mail.

Important: Please use your business stationery or give your State nursery license number when writing to us regarding wholesale prices.

SCHMIDT NURSERY

308 Chestnut Avenue

Phone P. A. 24501

Palo Alto, California

Wm. E. Schmidt, Prop.

Member of the American Fuchsia Society, American Pelargonium Society, California Horticultural Society, California Association of Nurserymen and American Association of Nurserymen (1946).

1947 IVY GERANIUM PREVIEW

Among the 1942 Schmidt Ivy Geranium seedlings appeared this promising variety we have named "**JESTER.**" It will be introduced for its free flowering habit and interesting coloring. A good pot plant variety.

Remember, the name's "**JESTER.**"

Then, too, one of the best varieties we've ever seen in geraniums. It is a beautiful bright pink Alliance, and so to identify it until the correct name is found we are calling it "**PINK ALLIANCE.**" A marvelous bedding and pot plant variety. For 1947.

CACTUS GERANIUMS

This year we offer but two of the cactus and none of the scented group. However, the two described below are generally considered to be the finest of their type—easily grown and free blooming.

PRICE: From 2½ or 3 inch pots, each 50c; 4 inch pots 75c, no dozen rate.

PELARGONIUM ECHINATUM—Known as the Cactus Geranium because of its spiny stipules and as Sweetheart Geranium for the red heart-shaped spot formed on the two top petals of the otherwise pure white flowers. Easily grown, long season of bloom primarily in Winter and Spring. Keep rather dry when the leaves drop during the plant's dormant period in Summer. Fine for pot culture.

PELARGONIUM STAPELTONI—In habit of growth, including dormant period, and freedom of bloom this resembles the foregoing *P. echinatum*. However, *P. Stapeltoni* has handsome silvery-gray-green leaves and the flowers are rose magenta, with deep red spots in all petals. A well established pot plant in bloom makes a grand showing.

PELARGONIUM, GERANIUM CULTURE

We are pleased to be able to announce the publication of a modern book on the indoor and outdoor culture of Garden, Lady Washington, Colored-leaved, Scented-leaved, Ivy, Climbing and Cactus geraniums. This beautifully illustrated work includes chapters covering all phases of raising geraniums, in the East and West, from seeds and cuttings to specimen plants for house, glasshouse and garden. It covers watering, fertilizing, insect and disease control; soils, potting and planting; up-to-date lists of names of all classes and sources of supply, etc., with separately described cultural practices for mild sections such as California.

Miss Helen Van Pelt Wilson, nationally known author of horticultural books, deserves a great big hand for bringing us this long awaited book on Geraniums, Pelargoniums.

Order direct from us. The publisher informs us that the book will be out on April first. If you order now (Feb.-Mar.) we will forward your copy as soon as the first books arrive in April. After that date—immediate delivery. Ask for:

GERANIUMS, PELARGONIUMS, by Helen Van Pelt Wilson, \$2.75

AMERICAN PELARGONIUM SOCIETY

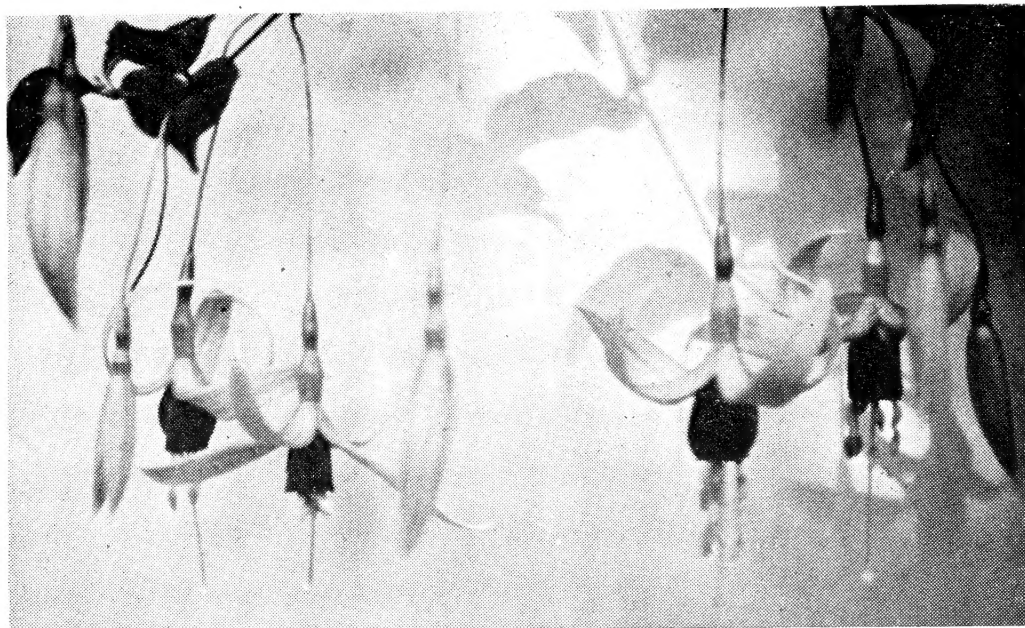
After having suspended activities for the duration of the war, the American Pelargonium Society will resume activities in April, 1946.

The A.P.S. holds meetings and issues official Bulletins, covering all that is of interest in culture, varieties and nomenclature of Garden, Lady Washington, Ivy, Scented and Species Geraniums.

A postal card or letter with your name and address will bring you an application blank and sample Bulletin. No obligation. Address: Secretary, American Pelargonium Society, 308 Chestnut Ave., Palo Alto, California.

SCHMIDT NURSERY

308 Chestnut Avenue • Palo Alto, California



INCA MAIDEN

Hardy and floriferous trailing Fuchsia.

FUCHSIAS FOR SPECIAL TRAINING

If you are planning to train fuchsias into certain shapes such as standard (tree shape), espalier, trellis or pillar, bear in mind that some varieties are much better suited for any given purpose than are others. We should be pleased to help you make the proper selection. Do not hesitate to call on us for any problem concerning fuchsia culture—we grow and train thousands each season and so may be able to help you with your problems.

LOCATION OF NURSERY

The nursery is at 308 Chestnut Avenue, within the southern city limits of Palo Alto (formerly Mayfield).

From El Camino Real, U. S. Highway 101, turn into Lambert Street (Chestnut Ave. does not reach the Highway), drive two blocks on Lambert Street, on your right is the nursery.

Nursery is located
1½ miles south of
the Stanford Stadium

